

6 using the most favorable advertised price as a starting point, soliciting bids over
the network to find a price for the goods or services which is lower than the most
8 favorable advertised price.

2. The method of claim 1, wherein the network is the Internet.

3. The method of claim 1, wherein the step of conducting a search over the
2 network includes the use of an existing search engine.

4. The method of claim 1, wherein:

the most favorable advertised price is obtained from a first set of multiple vendors; and

4 the price which is lower than the most favorable advertised price is obtained from
a second set of multiple vendors.

5. A method for purchasing goods or services over the Internet, comprising

2 the steps of:

obtaining a posted price associated with the goods or services over the Internet;

6. The method of claim 5, wherein the step of conducting a search over the
2 network includes the use of an existing search engine.

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